

# Applying Educational Technology to Problems of Practice

Technology for Realtors in the 21st Century

By Tamara Lindemann



# Objective

- ▶ To develop a training program that will provide online resources for other Realtors that will:
  - Save time
  - Increase productivity, sales and revenue
  - Increase customer confidence and satisfaction
  - Reduce errors

# Agenda

- ▶ Personal Web Page
- ▶ Social Networking
- ▶ Transaction Desk

# MLXChange Web Page

- ▶ MLXChange has a built in tool with templates that allow a personal web page to be built. When customer home searches are set up and emailed, they will be sent via the personal web page.

- ▶ <http://Ins.mlxchange.com/>

- ▶ View my website by clicking...

- ▶ <http://tamara-lindemann.Ins.mlxchange.com/>



# Main Steps to Creating a Web Site



- ▶ Set up Domain Access
- ▶ Choose Website Style
- ▶ Verify Site Rules
- ▶ Manage Pages

# Create a Domain Access

1. Access MLXChange
2. Click Settings
3. Click Personalize
4. Click Website Management
5. Click Domain Access. Type in your name with a - between the first and last name.
6. Click Save, then OK

# Website Style

1. Click Website Style icon
2. Select desired style for web page
3. Click Save, then OK

# Verify Site Rules

## 1. Click Site Rules icon

Under Settings that you can override select:

- Show Property Address
- Show Estimated Payment block on Property Details page
- Show Mortgage Calculator icon on Property Details page

## 2. Click Save, then Ok



# Manage Pages – Home Page

1. Click Manage Pages
2. Create a Tag Line
3. Enter MLS # of a property you would like to feature, if desired
4. Type in a Sales Pitch if desired
5. In Section 1, 2, 3 and Call Out, select desired text or write one
6. Click Save
7. Click Preview to review the page
8. Do the same for the other pages (i.e. featured Property, Listings, My Office Listings, Buying/Selling, Tips for Success and Contact)
9. Click Back to Manager

# My Profile

1. Click on My Profile
2. Add your Primary e-mail address
3. In “Reply To” click on Use my Primary address as the Reply to
4. In E-mail Signature add your signature information, example:
  - Tamara Lindemann, REALTOR  
Century 21 Looking Glass  
3490 Belle Chase Way, Ste 130  
Lansing, MI 48911  
Direct Line: 517-853-7032  
Cell: 517-243-0212  
Email: [tamara.lindemann@century21.com](mailto:tamara.lindemann@century21.com)  
[www.c21lookingglass.com](http://www.c21lookingglass.com)  
Tamara's Website: <http://tamara-lindemann.lns.mlxchange.com/>
5. Complete the remaining fields with your contact information
6. In Web URL, type in <http://www.century21LG.com>
7. Click Save

# Manage Your Image

For this page you will need a picture of yourself available to post to your web site.

1. Click Manage Your Image
2. In Headshot, click Manage Images
3. Click Add New Image
4. Click Browse and find image to be uploaded
5. Double click picture to add
6. Click and drag on the zoom bar to size image accordingly
7. Click Save
8. Click Close Window
9. Click Back to Manager in upper right corner
10. Click Preview Website to review your site

# Social Networking

- ▶ Social Networking is a social utility that connects people with friends and others who work, study and live around them. People use social networking to keep up with friends, upload photos and videos, share links and keep in touch with people they know via the internet.

# Social Networking Site Links



# Benefits of Social Networking

- ▶ Keep in touch with people
- ▶ Meet new people
- ▶ Increase Sphere of Influence
- ▶ Increase Referrals
- ▶ Use as a marketing tool
- ▶ Let others know you are showing houses
- ▶ Advertise new listings
- ▶ Tell people when you are closing a deal



# Centralized Online Forms

- ▶ The Greater Lansing Association of Realtors has an online forms database called the Transaction Desk. It allows member Realtors to create forms electronically and stores them automatically.
- ▶ **Note:** to access this site, membership and password is required.

# Benefits of Centralized Forms



- ▶ Reduce Errors
- ▶ Increase productivity
- ▶ Increase customer confidence
- ▶ Legibility
- ▶ Faster and more efficient with being able to email them forms electronically
- ▶ Accessible to Broker



# Link to Centralized Forms



# In Conclusion

- ▶ Creating a personal web site will improve professional image and increase marketing strategies for Realtors
- ▶ Using Social Networking will increase a Realtors Sphere of Influence and exposure with friends, family and professional acquaintances that will lead to referrals
- ▶ Utilizing the centralized forms database will allow the Broker to have access, reduce errors and save time while increasing agent productivity